

Amendments to the specification

Please implement the following changes to paragraph [0002]:

[0002] This application claims priority to U.S. Provisional Application, Serial No. 60/326,563, for "System and method for Ultrahigh Reliability, High Density, Short Wavelength Laser Read and Write Data Storage System With Content Protection," filed ~~Sep. 28, 2004~~ Oct. 2, 2001, the contents of which are expressly incorporated herein by reference.

Please implement the following changes to paragraph [0003]:

[0003] This Application further claims priority to U.S. Provisional Application, Serial No. ~~TBA 60/328,606~~ for "System and Method for Optically Altered DVD (DVDO.TM.)," filed Nov. 7, 2001 (Reference number WT-25), the contents of which are expressly incorporated herein by reference.

Please implement the following changes to paragraph [0006]:

[0006] This application further claims priority to U.S. Provisional Application, Serial No. 60/326,563, for "System and Method for Ultrahigh Reliability, High Density, Short Wavelength Laser Read and Write Data Storage System With Content Protection," filed ~~Sep. 28, 2004~~ Oct. 2, 2001 (Reference number WT-21), the contents of which are expressly incorporated herein by reference.

Please implement the following changes to paragraph [0007]:

[0007] This invention relates to apparatus and methods for distributing entertainment content and advertising content and, more particularly ~~to~~ for distributing entertainment content and advertising content tailored to a consumer.

Please implement the following changes to paragraph [0059]:

[0059] Finally, discs may provide a hardware security feature by incorporating a larger diameter than a conventional CD or DVD. Such a disc must be sufficiently large that they cannot be inserted and played in a conventional CD/DVD player which may accept discs in the may range from about 125 mm to 300 mm.

Please implement the following changes to paragraph [0010]:

[0010] As a result, techniques developed to allow the consumer to record the music or movie from the broadcast for later viewing or listening. Audio cassettes allowed for the capture of audio content. VCR's allowed the consumer to capture audio visual content. Movie rentals allowed users to rent movies for viewing at a convenient time and place. In addition, models such as those employed by ~~TiVo~~ TiVo® digital video recorders and ~~Replay~~ Replay® digital video recorders allowed for the capture of such content for later viewing. However, these models required the viewer to know in advance the scheduled broadcast time for their show and to program a device, such as a VCR to record their shows. This required additional cost for the recording device and medium, and time to study the broadcast schedule and to program the recording device accordingly. This scheme, however, adversely impacted advertisers, as consumers watching the recorded content often fast forwarded past any advertisements.

Please implement the following changes to paragraph [0012]:

[0012] Another limitation of current content distribution schemes is that Digital Rights Management (DRM) schemes are digitally implemented. As technology advances, the processing power available for decryption, collaborative distributed processing efforts such as those utilized to break DES (digital encryption system), have minimized the security of existing DRM models. In addition, the publication of software applications such as the DeCSS software application for cracking DVD, and the availability of unencrypted formats, render the cryptographic analysis of digital keys possible. As a result, estimates place lost revenues due to copied VHS recordings at roughly 30%. Furthermore, in emerging markets such as China, the estimates soar to nearly 80%. Estimates of the loss due to ripped CD's and DVD's are difficult to estimate presently.